1990 PARK VISIT SURVEY
FUNDY NATIONAL PARK

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FUNDY NATIONAL PARK
CANADIAN PARKS SERVICE

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TABLE OF CONTENTS

Introduction 1

1. Traffic Partition 2

2. Overall Results 7

3. Results For User:Final Exit Parties 15

4. Results for Visitor: Non-Stopping Parties 34

5. Comparative Analysis 43

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Introduction

In 1990, parties visiting Fundy National Park were surveyed as they left the Park: personal interviews were conducted at both the Alma and the Lakeview exits during the summer period and at the Alma exit only in the fall[1]. The survey was carried out over 59 days between July 6 through September 30 inclusive (covering weekdays, weekends and holidays) by a team of three bilingual interviewers. Only those parties who had come to the Park for sightseeing, recreation or other leisure activities and were now making their final exit from the Park were interviewed.

This report presents a summary analysis of the data collected during this survey. It is meant as an overview analysis, not an in-depth analysis of results. Results reported on here include information on the initial traffic partition, and on the analysis of each of the groups subsequently identified for the complete visitor survey:

* combined "Visitor: Non-Stopping" and "User:Final Exit" = "Park Visitor Parties"
* User:Final Exit parties
* Visitor:Non-Stopping parties

In each case, the distinction is made between parties visiting in the summer (July 6 - September 3) and the fall (September 4 - September 30).

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[1] **Cautionary Note:** This survey was undertaken using hand-held computers. This is a relatively new technique for personal interviews: as a new research method, it shows considerable promise and offers many advantages over the more conventional techniques used in the past. There were, however, several unforeseen problems which emerged with use of hand-held computers. One particularly critical difficulty became evident at the end of the survey, during the downloading (transfer) of data from the hand-held to the personal computer at the Park. It appears that the data from a number of days were overwritten or replaced by subsequent days' data. The end result is that data from roughly one third of the survey days were lost (18 out of 59).

1. TRAFFIC PARTITION

The following definitions are used to describe the different types of traffic and the types of Park visitor or user parties.

NON-PARK VISIT RELATED VEHICLES

Commercial - Vehicles providing commercial delivery or support services to businesses or concessions in the Park, including vehicles supporting Park construction or services. Also included in this category are bus tours and other non-Park vehicles.

Park Staff - Vehicles carrying Park staff to work and Park vehicles which are on duty.

PARK VISIT RELATED VEHICLES

Visitor: Non Stopping - Vehicles driving through the Park but not stopping. These people did not use services or facilities in the Park but rather used the Park for sightseeing or an alternate route to some other destination.

User: Temporary Exit - Vehicles of Park users who temporarily exit the Park for any number of reasons and who were returning to complete their visit or activity at the Park.

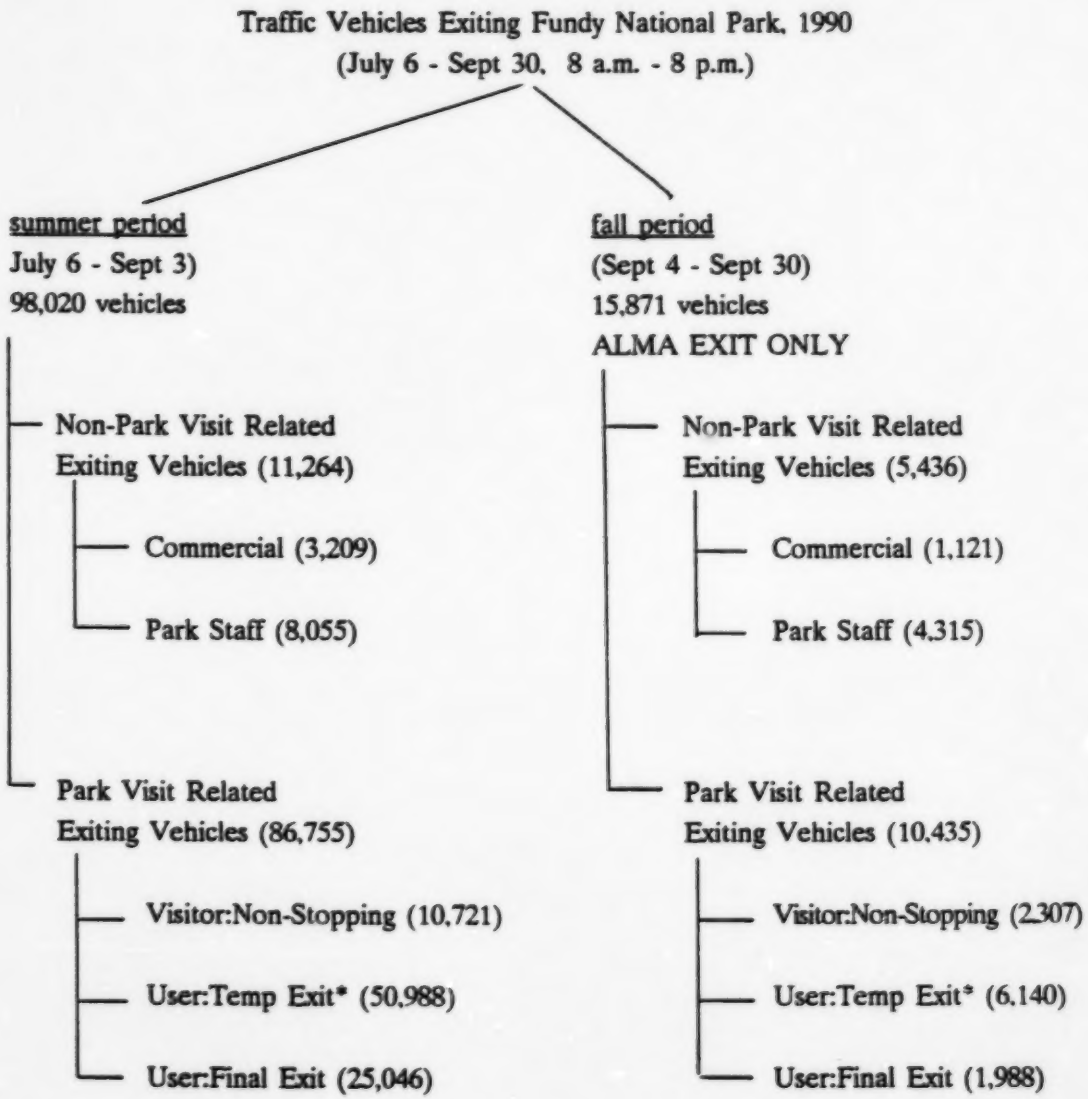
User: Final Exit - Vehicles which contain Park users who have completed their visit or activity in the Park and will not be returning that day.

Figure 1 provides a flow diagram of the various types of traffic leaving the Park.

Table 1 presents a summary of the traffic leaving Fundy National Park during the summer and fall periods. It should be noted that fall traffic reflects only the Alma Exit.

FIGURE 1

TRAFFIC PARTITION



* User:Temp Exit identifies temporary exits made by Park users during their current visit to the Park. To derive the number of true Park visiting parties, this type of traffic activity must be identified and factored out.

Table 1
Summary of Exiting Vehicle Traffic, 1990

Time/Season	Vehicle Type	Estimated Number of Vehicles	Percentage
8:00 a.m. - 8:00 p.m. Summer	Commercial	3209	3.3
	Park Staff	8055	8.2
	Visitor:Non-Stopping	10721	10.9
	User: Temp Exit	50988	52.0
	User: Final Exit	25046	25.6
	TOTAL	98020	100.0
8:00 a.m. - 8:00 p.m. Fall	Commercial	1121	7.1
	Park Staff	4315	27.2
	Visitor:Non-Stopping	2307	14.5
	User: Temp Exit	6140	38.7
	User: Final Exit	1988	12.5
	TOTAL	15871	100.0

Table 2 shows the distribution of vehicle traffic exiting the Park between the hours of 8:00 a.m. and 8:00 p.m. for the summer. Table 3 shows these numbers for the fall.

During the summer season a total of 98,020 vehicles exited the park (8:00 a.m. - 8:00 p.m.). The same number for the fall, available for the Alma exit only, is 15,871 vehicles.

The proportion of these vehicles which represented true visitor parties for the purposes of this survey is the sum of "Visitor: Non Stopping" and "User: Final Exit". In the summer period, this percentage of the total vehicles is 36.5%, while for the fall it is 27.0%.

TABLE 2
Estimates of Exiting Vehicle Types (SUMMER)
Fundy National Park 1990

Vehicle Type	Weekday		Weekend		Total
	Alma	Lakeview	Alma	Lakeview	
1) 8 a.m. - 11 a.m.					
Commercial	387	367	46	213	1,012
Park staff	676	367	417	0	1,460
Visitor:Non-Stopping	363	0	417	1,384	2,164
User: Temp Exit	3,986	367	3,128	106	7,588
User: Final Exit	2,319	3,300	672	1,491	7,782
2) 11 a.m. - 2 p.m.					
Commercial	532	0	138	0	670
Park staff	903	0	414	0	1,316
Visitor:Non-Stopping	995	534	725	1,262	3,516
User: Temp Exit	7,037	1,601	5,308	271	14,216
User: Final Exit	1,435	2,135	827	1,623	6,020
3) 2 p.m. - 5 p.m.					
Commercial	588	152	213	97	1,050
Park staff	2,590	1,169	590	0	4,349
Visitor:Non-Stopping	846	509	786	1,456	3,597
User: Temp Exit	7,358	1,728	6,340	291	15,716
User: Final Exit	1,654	1,274	1,622	1,943	6,493
4) 5 p.m. - 8 p.m.					
Commercial	125	170	128	54	477
Park staff	585	121	224	0	930
Visitor:Non-Stopping	355	218	384	488	1,445
User: Temp Exit	7,316	1,672	4,317	163	13,468
User: Final Exit	1,066	582	1,583	1,520	4,751

TABLE 3
Estimates of Exiting Vehicle Types (FALL)
Fundy National Park 1990

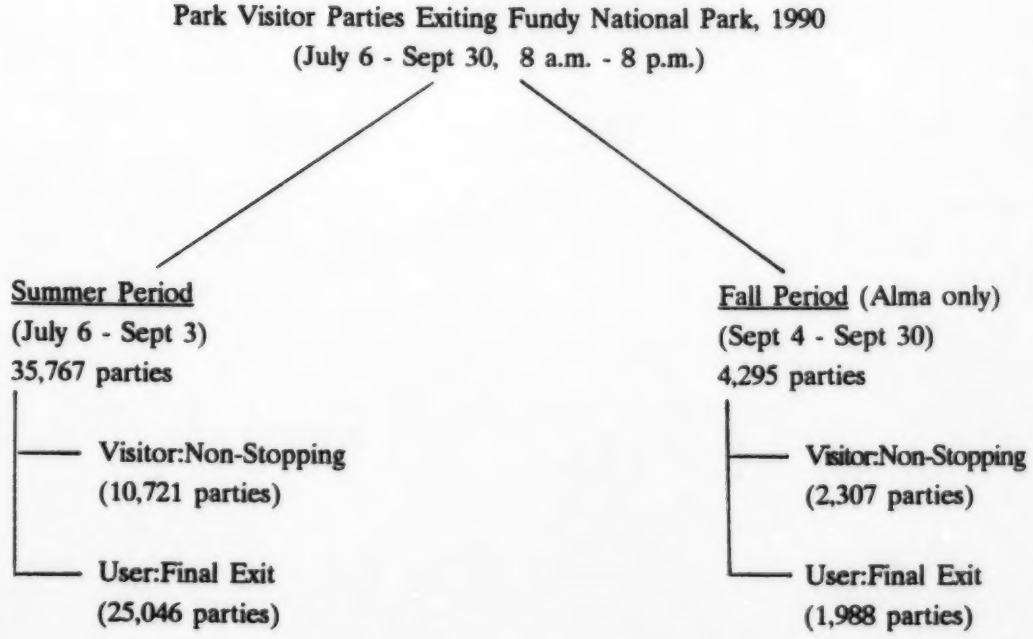
Vehicle Type	Weekday Alma	Weekend Alma	Total
1) 8 a.m. - 11 a.m.			
Commercial	203	63	266
Park staff	474	160	635
Visitor:Non-Stopping	279	139	418
User: Temp Exit	500	586	1,085
User: Final Exit	449	126	575
2) 11 a.m. - 2 p.m.			
Commercial	171	138	309
Park staff	1,117	164	1,280
Visitor:Non-Stopping	302	396	698
User: Temp Exit	1,016	731	1,747
User: Final Exit	141	120	261
3) 2 p.m. - 5 p.m.			
Commercial	245	36	281
Park staff	1,742	97	1,839
Visitor:Non-Stopping	469	642	1,111
User: Temp Exit	713	678	1,391
User: Final Exit	265	485	750
4) 5 p.m. - 8 p.m.			
Commercial	225	40	265
Park staff	281	281	561
Visitor:Non-Stopping	0	80	80
User: Temp Exit	1,516	401	1,917
User: Final Exit	0	402	402

2. OVERALL RESULTS

The term "Park Visitor Parties" is used to represent the combination of both the "Visitor:Non-Stopping" and "User:Final Exit" party categories for the summer and fall. This section presents an overview of the results from these combined categories. Figure 2 shows the composition of Park Visitor parties.

FIGURE 2

PARK VISITOR PARTIES

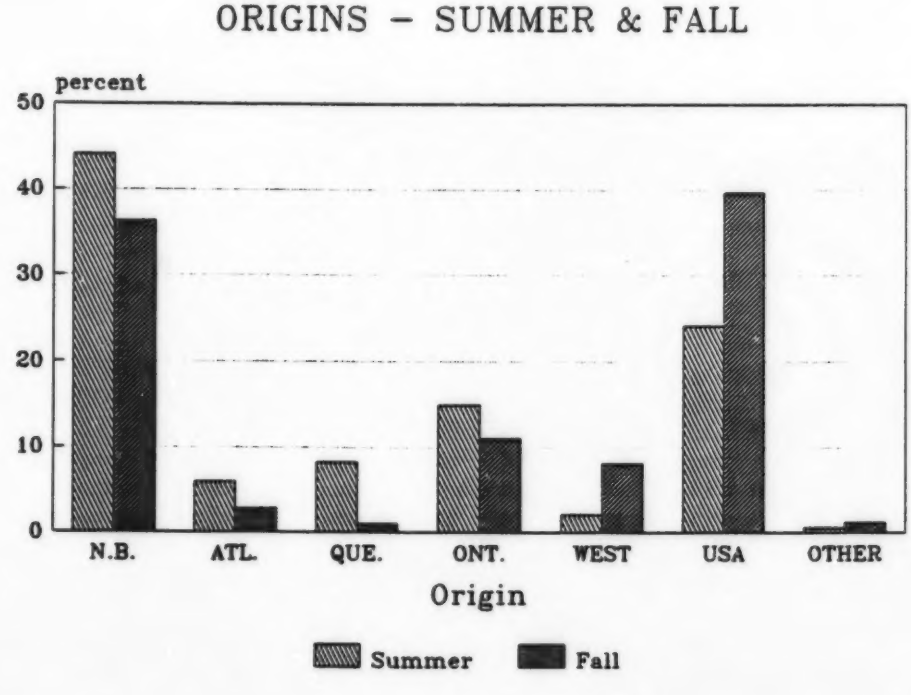


Origin

Park Visitor party origins during the summer and fall seasons were distributed as follows:

Origin	Summer	Fall
	- % -	
New Brunswick	44.1	36.3
Atlantic Canada (excl. N.B.)	5.9	2.8
Quebec	8.2	1.0
Ontario	14.9	11.0
Western Canada	2.1	8.1
United States	24.2	39.6
Foreign	0.6	1.2

Canadian origins account for three quarters (75.2%) of all Park Visitor parties in the summer, with New Brunswick the largest group. In the fall season, there is an increase in the proportion of Park Visitor parties from further away (western Canada, the USA and other countries).



Age Structure of Parties

The distribution of parties reporting at least one person in each of the age groups, for summer and fall, is shown below. Generally, the lower age groups are seen more frequently in the summer months; the largest (47.4%) is the 22-35 years category. In the fall, the older groups are more heavily represented, with the over 65 years the largest single category (28.5%)

Age Category	Summer	Fall
	- % -	
0 - 5 years	11.0	5.5
6 - 12 years	23.1	8.3
13 - 21 years	19.0	3.0
22 - 35 years	47.4	23.3
36 - 45 years	32.2	21.5
46 - 55 years	18.4	25.0
56 - 64 years	11.7	24.1
over 65 years	10.1	28.5

Average Party Size

There is little difference in party size between summer and fall. In the summer months, parties averaged 2.8 persons; in fall, the average was 2.5 persons.

Language

While the language in which the interview was conducted does not necessarily represent the mother tongue of respondents, it is nonetheless indicative. In the summer, 93.7% of interviews were carried out in English; in the fall this rose to 98.8%

Mode of Travel

The car is the dominant mode of travel for Park Visitor parties to Fundy National Park. In the fall, however, the proportions of trailers and motor homes increase.

Mode of Travel	Summer	Fall
	- % -	
car	90.1	68.3
car + tent trailer	2.3	1.0
car + travel trailer	0.7	8.3
motor home	2.2	21.0
truck camper	1.1	1.3
other	3.6	-

First Visit

Park Visitor parties visiting Fundy for the first time were slightly lower in proportion during the summer: they represented 43.3% of Park Visitor parties, compared with 48.7% in the fall.

Fundy's Role

Fundy was an important component of the trip for Park Visitor parties in both the summer and fall.

Role of Fundy	Summer	Fall
	- % -	
main reason	44.8	37.8
planned before leaving home	26.2	20.7
planned en route	20.7	30.8
unplanned stop	8.3	10.7

Information on Fundy

Summer Park Visitor parties obtained information before arriving to a greater extent than did the fall visitors. In the summer, 36.1% of Park Visitor parties had obtained information, while in the fall, 24.5% indicated obtaining information prior to arriving at Fundy. Further, summer Park Visitor parties use the Park information centres more than their fall counterparts do: 43.6% in summer indicated that they had visited one of the park

information centres, while only 25.0% in the fall had done so. The Alma Beach information is used more than the other information centres.

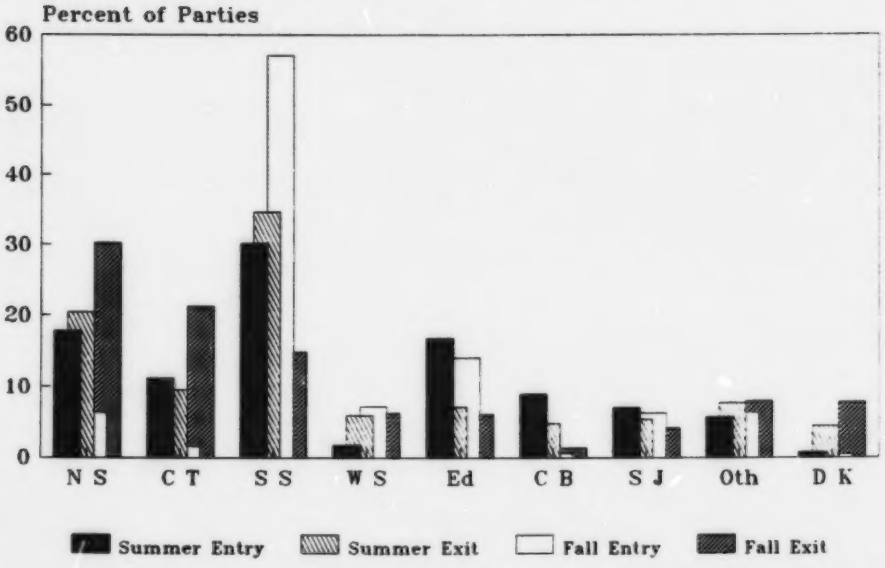
Location	Summer	Fall
	- % -	
Alma Beach	55.4	76.9
Wolfe Lake	32.7	-
Administration Building	7.8	18.8
Alma Beach and Wolfe Lake	3.6	4.3
all 3 locations	0.5	-

New Brunswick Point of Entry and Exit

Park Visitor parties entered and left New Brunswick at various locations, although St. Stephen was the most commonly used entry point in both summer and fall. St. Stephen was also the most heavily used exit point in the summer; in the fall, Nova Scotia was the most frequently reported exit point.

	Summer		Fall	
	- % -			
Location	Entry	Exit	Entry	Exit
Nova Scotia	17.8	20.4	6.4	30.3
Cape Tormentine	11.1	9.5	1.6	21.2
St. Stephen	30.2	34.7	57.0	14.8
Woodstock	1.8	6.0	7.2	6.3
Edmunston	16.7	7.1	14.0	6.1
Campbellton	8.9	4.8	0.6	1.4
St. John	7.0	5.4	6.3	4.2
other	5.7	7.7	6.4	7.9
don't know	0.7	4.4	0.5	7.8

ENTRY – EXIT



Legend:

NS = Nova Scotia	CP = Cape Tormentine	SS = St. Stephen
WS = Woodstock	ED = Edmunston	CB = Campbellton
SJ = St. John	Oth = Other	DK = don't know

Away From Home

In the summer, the majority of Park Visitor parties (69.7%) were away from home for at least one night on this trip. In the fall, 66.7% were away overnight. Roughly half (48.2%) of all summer responding parties spent at least one night in the Fundy/Alma area; this dropped to only 20.5% in the fall.

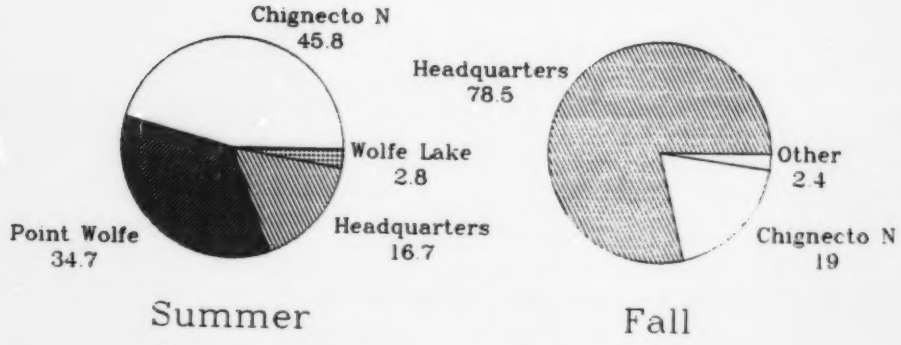
For those spending a night in the area, various types of accommodation were used.

Accommodation	Summer	Fall
	- % -	
campground in the Park	72.5	75.3
roofed accommodation in the Park	10.0	12.8
roofed accommodation in Alma	8.6	10.1
private home	3.0	1.8
other	5.9	-

For those who reported using one of the campgrounds in the Park, there was a substantial difference in use between summer and fall responding parties.

Park Campground	Summer	Fall
	- % -	
Headquarters	16.7	78.5
Chignecto North	45.8	19.0
Point Wolfe	34.7	-
Wolfe Lake	2.8	-
other (combination of sites)	-	2.4

CAMPGROUNDS USED



Fall Park Visitor parties tend to be on a longer trip than those in summer. Both groups spend approximately the same amount of time in New Brunswick, although summer Park Visitor parties stay in the Fundy/Alma area for a longer time.

Average Number of Nights	Summer	Fall
total away from home	10.0	15.7
in New Brunswick	3.2	3.6
in the Fundy/Alma area	2.3	1.9

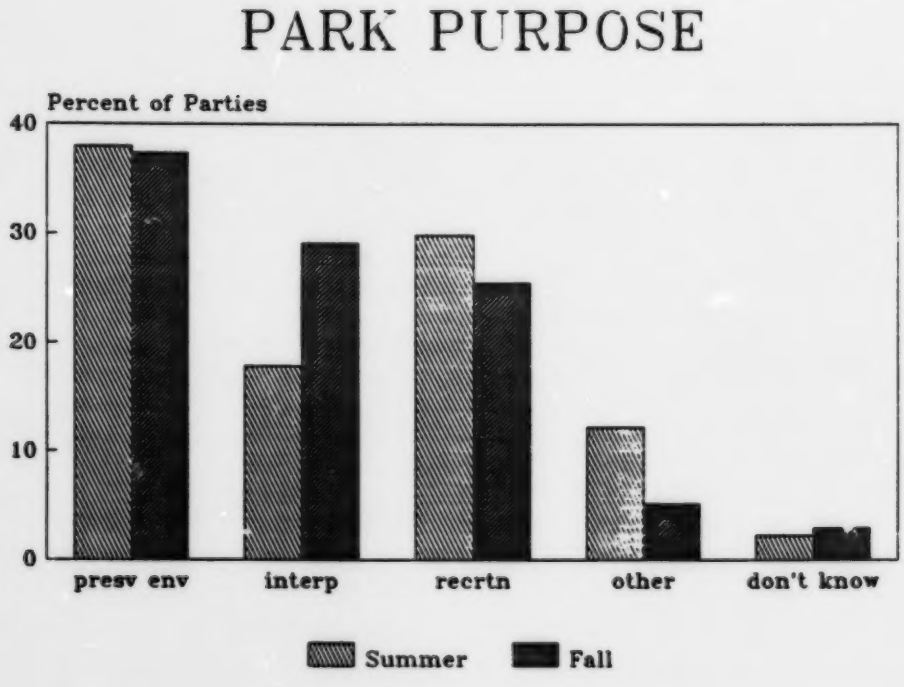
Interpretive Facilities

Summer Park Visitor parties made more use of the Park interpretive facilities than their fall counterparts: 17.4% in summer compared with 11.6% in fall used these facilities.

Park Purpose

Summer and fall visitor parties had similar responses to the question about the Park's purpose, although fall Park Visitor parties seemed more aware of the interpretive aspect.

Park Purpose	Summer	Fall
	- % -	
preserve environment	37.9	37.3
provide interpretation	17.9	29.1
provide recreation	29.8	25.5
other	12.2	5.1
don't know	2.2	2.9



3. RESULTS FOR USER:FINAL EXIT PARTIES

The category of "User:Final Exit" comprised those parties who had stopped in the Park and used some of the facilities or services available and were not re-entering the Park on the current visit. (As such, they form a sub-set of Park Visitor parties described in the previous section.) This next section presents an overview analysis of User:Final Exit parties in both summer and fall seasons. The total number of these user parties in the summer was 25,046, and in the fall, 1,988.

Origin

Parties from Canadian origins form the majority (78.3%) of this visitor party group, with parties from New Brunswick the largest group in both seasons.

Origin	Summer	Fall
	- % -	
New Brunswick	49.5	49.7
Atlantic Canada (excl. N.B.)	5.6	3.2
Quebec	6.7	0.7
Ontario	14.2	5.9
Western Canada	2.3	6.0
United States	21.4	32.6
Foreign	0.3	1.9

Age Structure of Parties

In the User:Final Exit party category, the summer parties tend to have a greater proportion in the younger age groups and fewer numbers in the older age categories. The figures shown here represent the percentage of parties with at least one member in these age groups, and therefore do not add up to 100%.

Age Category	Summer	Fall
	- % -	
0 - 5 years	12.3	9.2
6 - 12 years	23.1	15.7
13 - 21 years	19.4	4.7
22 - 35 years	51.7	34.7
36 - 45 years	30.3	20.5
46 - 55 years	16.2	21.9
56 - 64 years	10.2	24.5
over 65 years	10.3	18.0

Average Party Size

There is little difference in the average party size between summer and fall User:Final Exit parties: 2.9 persons in the summer; and 2.5 persons in the fall.

Language

Interviews were carried out predominantly in English: 96.0% in the summer; and 97.4% in the fall.

Mode of Travel

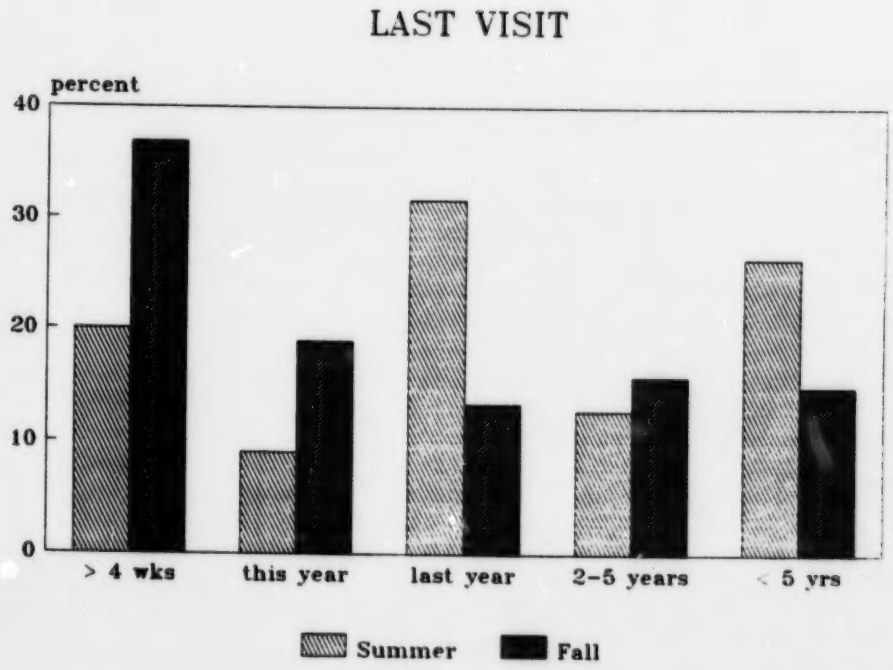
The percentage of parties using cars remains highest for both seasons, but fall User;Final Exit parties made substantially more use of trailers and motor homes.

Mode of Travel	Summer	Fall
	- % -	
car	88.8	61.1
car + tent trailer	2.7	1.4
car + travel trailer	0.8	11.3
motor home	2.5	24.5
truck camper	1.1	1.7
other	4.1	-

First Visit

Most User:Final Exit parties had visited Fundy National Park on previous trips. In the summer, it was the first visit for 37.7% of parties, while in the fall, it was the first visit for roughly one third (32.9%). The figures below show the distribution of previous visits for those who indicated that they had visited Fundy before this trip.

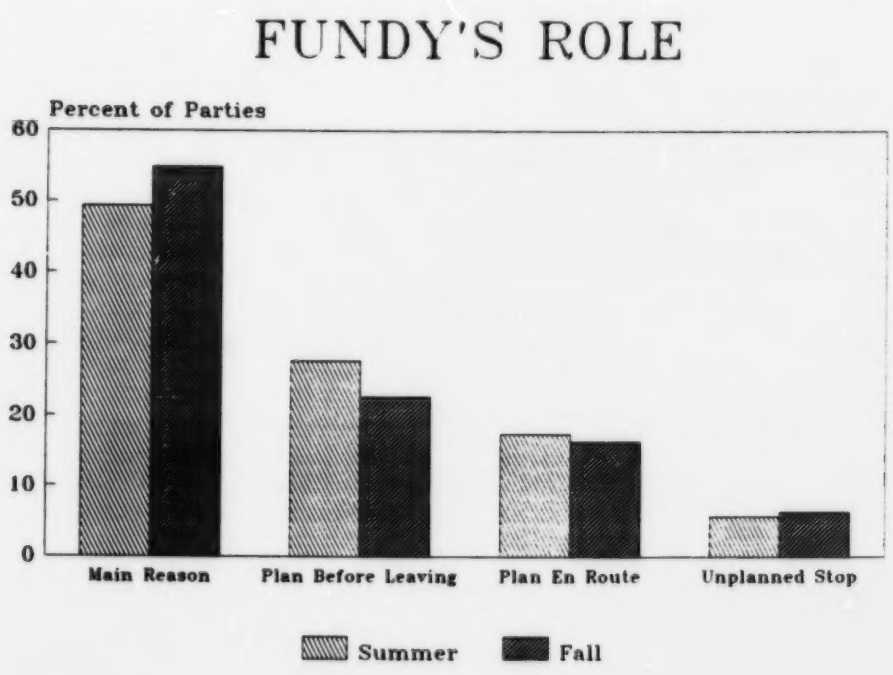
Last Visit to Fundy	Summer	Fall
	- % -	
within 4 weeks	20.0	36.9
this year	9.1	18.9
last year	31.7	13.4
2 - 5 years ago	12.8	15.8
over 5 years ago	26.4	14.9



Fundy's Role

The Park itself formed the main reason for this trip in a large number of cases. It is a significant generator of trips to this area of New Brunswick.

Role of Fundy	Summer	Fall
	- % -	
main reason	49.3	54.8
planned before leaving home	27.6	22.6
planned en route	17.4	16.3
unplanned stop	5.6	6.3



Information

Summer user parties are slightly more inclined to obtain information before arriving at the Park: 34.4% compared with 25.2% of fall parties. In both seasons, however, those obtaining information do so most often before leaving home: 84.5% in the summer and 79.0% in the fall. For those parties who had no prior information about the Park, only 5.8% in summer indicated having tried to obtain information; only 2.0% in the fall had tried.

Information was obtained from a variety of sources:

Information Source	Summer	Fall
	- % -	
local tourist bureau	16.6	7.7
New Brunswick tourist bureau	40.0	41.2
other bureaus en route	10.1	19.7
newspaper articles	9.1	4.6
TV, radio, newspaper advertisement	4.8	2.8
travel agency	6.4	19.7
friends and family	41.6	29.5
other	34.9	33.8

New Brunswick Point of Entry and Exit

In the summer, St. Stephen was the main point of entry for Fundy parties, followed by Edmunston and Nova Scotia. St. Stephen was also the exit point used most frequently. Over half the fall parties enter New Brunswick at St. Stephen; Nova Scotia was the most commonly used exit.

	Summer		Fall	
	- % -			
Location	Entry	Exit	Entry	Exit
Nova Scotia	18.0	21.6	12.8	35.8
Cape Tormentine	14.3	6.8	4.5	18.7
St. Stephen	27.9	36.4	55.7	14.0
Woodstock	2.1	4.6	7.0	9.7
Edmunston	18.7	6.6	11.3	6.7
Campbellton	5.7	4.4	-	-
St. John	7.7	7.5	2.4	1.3
other	5.0	8.2	5.0	7.8
don't know	0.6	3.9	1.3	6.0

Those travelling in the fall appear to be more flexible in their travel plans: they show higher percentages not knowing where the point of exit will be.

Away From Home

A majority (69.5%) of the user parties stayed away from home at least one night on this trip during the summer; 56.4% did so during the fall. Similarly, most (58.6%) of summer parties spent at least one night in the Fundy/Alma area, while 43.2% of fall parties did so. Of those spending the night in the area, most stayed in a campground in the Park.

Accommodation	Summer	Fall
	- % -	
campground in the Park	75.3	74.8
roofed accommodation in the Park	11.8	13.0
roofed accommodation in Alma	4.5	10.3
private home	3.4	1.9
other	5.0	-

For those reporting staying in a Park campground, usage varied sharply between the two seasons.

Park Campground	Summer	Fall
	- % -	
Headquarters	17.3	77.9
Chignecto North	46.4	19.6
Point Wolfe	33.1	-
Wolfe Lake	3.2	-
other (combination of sites)	-	2.5

For those away from home at least one night, the average length of trip is significantly different between summer and fall. Summer User:Final Exit parties spend a higher proportion of their stay in New Brunswick in the Fundy/Alma area.

Average Number of Nights	Summer	Fall
total away from home	9.8	17.2
in New Brunswick	3.3	3.8
in the Fundy/Alma area	2.3	1.9

Travel Intentions

The User:Final Exit parties leaving the Park were asked about their intentions to visit natural and man-made attractions in New Brunswick and elsewhere in the Maritimes. Levels of interest were roughly equal in both seasons. In summer, 37.2% indicated that they planned to visit other places in New Brunswick, and 23.9% planned to visit other Maritime parks. For the fall, these proportions are 38.7% and 27.0%, respectively. More specifically, Table 4 indicates attractions which the user parties had already visited, planned to visit, or would not be visiting on this trip.

TABLE 4

Attractions Already Visited, Planned for this Trip, or Will Not Visit (%)

	Have Visited		Plan Visit This Trip		Will Not Visit	
	Summer	Fall	Summer	Fall	Summer	Fall
Attraction:						
Shediac/Parlee Beach	19.6	2.8	14.0	14.5	66.3	82.8
Kings Landing	1.9	4.2	16.5	8.6	81.6	87.2
Hopewell Rocks	37.6	12.1	23.1	73.8	39.3	14.1
Magic Mountain	8.7	5.6	13.0	5.6	78.3	88.9
Magnetic Hill	14.6	5.6	24.4	32.6	61.0	61.8
Reversing Falls	8.8	16.8	26.7	10.4	64.4	72.9
Village Acadien	6.7	2.8	4.9	7.9	88.4	89.3
Carleton Martello Tower NHS	1.4	6.0	9.1	2.8	89.6	91.2
Fort Beausejour NHS	0.9	-	2.4	5.4	96.7	94.6
P.E.I. National Park	45.7	15.5	29.7	51.7	24.6	32.8
Cape Breton Highlands NP	35.6	16.8	31.5	58.3	32.9	24.9
Kejimkujik National Park	15.3	2.0	12.1	29.5	72.6	68.5
Terra Nova National Park	2.3	2.0	3.4	5.2	94.3	92.9
Gros Morne National Park	2.3	2.0	4.2	9.1	93.6	88.9
Fortress of Louisbourg NHP	20.7	12.4	12.1	30.9	67.2	56.7
Alexander Graham Bell NHP	6.0	10.4	10.0	25.0	84.1	64.6
Kouchibouguac National Park	7.6	2.8	8.0	16.7	84.4	80.5

Park Attractions

User:Final Exit parties were asked to rate the importance of various Park facilities and services as affecting their decision to visit the Park. The top attractors were identified:

summer parties	fall parties
unguided walking/hiking trails	unguided walking/hiking trails
historical interpretation services	children's adventure playground
scenic auto trails	semi-serviced campsites
semi-serviced campsites	scenic auto trails
golf course	golf course

While it seems clear that the unguided walking/hiking trails are the top attractor, and that semi-serviced campsites, scenic auto trails and the golf course and also significant attractors, the inference should not be made that other facilities and services were not important. Because of the manner in which the question was asked, many responding parties indicated indifference or no opinion to many of the facilities and services. Such responses were classed as "Not Applicable", as shown in Table 5 and Table 6. The percentages presented in these two tables, therefore, represent that proportion of all summer and fall user parties who had an opinion or for whom the facilities and services had an effect on the decision to visit the Park. Clearly, for a large proportion of user parties, "no opinion" was the response.

In a number of facilities or services, apparently conflicting results emerge:

facility/service	extremely unimportant	extremely important
	- % -	
picnic grounds	19.5	18.2
heated swimming pool	26.0	17.2
golf course	30.0	22.5
children's adventure playground	26.8	20.0
fully serviced campsites	28.9	21.7
semi-serviced campsites	17.9	23.3
historical interpretation	16.7	21.5

TABLE 5

Rating of Facilities and Services as Important in Attracting User:Final Exit Parties (SUMMER) (%)

	Extrem. Unimp.	Unimp.	Neutral	Imp.	Extrem. Imp.	N.A.
picnic grounds	19.5	5.8	3.3	1.9	18.2	51.2
heated swimming pool	26.0	1.9	3.8	4.0	17.2	47.1
freshwater swimming area	25.7	2.5	7.9	1.6	9.2	53.0
golf course (5)*	30.0	0.7	2.5	0.9	22.5	43.5
tennis courts	31.0	0.6	2.5	2.2	10.1	53.6
lawn bowling	32.8	0.9	2.6	0.6	9.2	53.9
children's adventure playground	26.8	0.4	3.8	2.6	20.0	46.4
boat rentals	26.2	1.7	6.4	3.8	6.8	55.1
trout fishing	32.7	1.0	2.7	1.1	4.4	58.0
salmon fishing	33.5	0.5	2.4	1.0	3.4	59.2
roofed accommodation	30.8	0.4	2.1	0.2	11.6	54.9
fully serviced campsites	28.9	0.2	2.3	0.3	21.7	46.6
semi-serviced campsites (4)*	17.9	0.2	2.6	0.7	23.3	55.3
wilderness camping	30.8	3.1	2.4	0.5	4.0	59.1
scenic auto trails (3)*	18.5	0.6	5.3	8.3	17.0	50.4
unguided walking/hiking trails (1)*	9.6	0.9	8.2	5.8	49.0	26.6
grocery store	20.9	1.3	4.9	4.2	8.4	60.3
restaurants	19.9	1.8	8.1	3.2	9.6	57.5
laundromat	26.5	0.7	7.7	1.9	6.1	57.1
historical interpretation services (2)*	16.7	0.9	5.1	9.0	21.5	46.8

* Numbers in parentheses indicate the rank in importance of the top five services or facilities. This rating is achieved by combining the two categories of response "Important" and "Extremely Important".

TABLE 6

Rating of Facilities and Services as Important in Attracting User:Final Exit Parties (FALL) (%)

	Extrem. Unimp.	Unimp.	Neutral	Imp.	Extrem. Imp.	N.A.
picnic grounds	6.7	-	6.2	2.4	32.9	51.8
heated swimming pool	4.8	-	6.8	-	28.9	59.6
freshwater swimming area	4.8	-	5.4	1.4	28.9	59.6
golf course (5)*	4.2	1.1	2.8	1.1	40.2	50.6
tennis courts	7.3	-	3.9	1.9	31.2	55.7
lawn bowling	7.3	-	3.9	1.1	31.2	56.5
children's adventure playground (2)*	4.8	-	2.5	1.9	42.7	48.1
boat rentals	8.1	1.9	5.4	-	28.9	55.7
trout fishing	8.1	0.8	4.3	-	28.9	57.9
salmon fishing	8.1	0.8	4.3	-	28.9	57.9
roofed accommodation	5.0	0.8	4.3	-	31.9	58.0
fully serviced campsites	5.6	0.8	3.6	2.2	37.3	50.5
semi-serviced campsites (3)*	2.8	0.8	4.7	6.3	38.2	47.2
wilderness camping	4.8	-	2.0	1.6	30.9	60.7
scenic auto trails (4)*	3.0	-	9.4	2.8	40.4	44.4
unguided walking/hiking trails (1)*	1.9	-	7.4	4.5	66.9	19.2
grocery store	7.5	1.9	5.6	0.7	31.5	52.8
restaurants	6.6	1.1	4.6	1.6	33.4	52.7
laundromat	11.0	-	4.8	-	31.5	52.7
historical interpretation services	5.6	2.6	4.5	3.0	32.2	52.1

* Numbers in parentheses indicate the rank in importance of the top five services or facilities. This rating is achieved by combining the two categories of response "Important" and "Extremely Important".

In other cases, responses tend to gather at one end of the importance scale:

facility/service	extremely unimportant	extremely important
	- % -	
trout fishing	32.7	4.4
salmon fishing	33.5	3.4
wilderness camping	30.8	4.0
unguided walking/hiking trails	9.6	49.0

These results and the reasonably low level of overall response suggest that the user parties represent a multiple mixed market and that there are small fixed user party groups within this Park visit category. The dichotomy of views on certain facilities and services indicates a complex situation which should be examined in more detail. It would be difficult to draw many conclusions from the data presented in Tables 5 and 6.

Interpretive Facilities Used

Only 17.4% of summer user parties indicated having used the Park's interpretive facilities. Of these, over half (57.2%) used the Headquarters outdoor theatre, while slightly fewer than half (45.7%) said that they had used nature trails with exhibits. Somewhat surprisingly, the guided beach walks were revealed as the service with the lowest percentage of use.

interpretive facility	use by summer user parties (%)
Headquarters outdoor theatre	57.2
Chignecto South outdoor theatre	13.4
Herring Cove exhibit	38.4
Tall Trees and Tall Ships exhibit	26.2
Salt Marsh and tides signs	16.1
Point Wolfe History exhibit	18.0
nature trail with exhibit	45.7
guided beach walks	5.9
Kidstuff children's program	6.5
Butland Lookoff interpretive signs	7.6
peregrine falcon story	32.1

Only a very small number of fall user parties reported having used the interpretive facilities: 11.6% or 231 parties.

Interpretive Information

The main sources of information on interpretive facilities, services and programs were identified, again for summer user parties only.

information source	use by summer user parties (%)
Salt and Fir	52.8
Information Centre staff	7.0
Park staff	2.5
previous visit	8.0
bulletin boards	15.2
handouts	3.7
chance, road signs	10.7

The Salt and Fir newsletter is the single largest source of information, but clearly the bulletin boards also provide a useful service.

Park Information

In both the summer and fall, fewer than half the User:Final Exit parties had visited a Park Information Centre: in the summer 43.6% visited a centre; for the fall this figure was 25.0%

Of those who had visited a centre, the numbers were distributed thus:

Centre Visited	Summer	Fall
	- % -	
Alma Beach	55.4	76.9
Wolfe Lake	32.7	-
Administration Building	7.8	18.8
Alma Beach and Wolfe Lake	3.6	4.3
all 3 locations	0.5	-

The user parties were asked to identify the information they sought and if they had encountered any difficulty in obtaining that information.

	Summer		Fall	
		- % -		
Information	Sought	Diff.	Sought	Diff.
Park campgrounds	63.5	1.3	35.1	-
Park recreation opportunities	60.8	1.3	74.5	-
Park interpretive programs	46.6	0.7	45.3	-
Park services	45.6	1.9	22.6	-
Park fees	29.0	1.1	14.0	-
tourist attractions	29.9	1.0	16.1	-
services outside the Park	23.2	2.7	14.6	-

Most summer and fall user parties had received Salt and Fir: 75.5% in the summer and 48.1% in the fall. Of these, most had obtained the newsletter in the local area (98.3% in summer and 96.9% in the fall). In addition, it was evident that Salt and Fir enjoyed high levels of readership: 82.0% in the summer and 79.4% in the fall. User parties were asked for comments on various sections of the newsletter: Table 7 provides the details for summer parties, and Table 8, for fall parties. Generally, much stronger ratings were given by summer user parties.

TABLE 7
Rating of Usefulness of Salt and Fir (SUMMER) (%)

Newsletter Section	Very Unuseful	Unuseful	Neutral	Useful	Very Useful	N.A.
Conservation	8.7	2.9	7.6	8.7	31.0	41.0
Interpretation Program	10.3	4.6	8.2	14.9	29.4	32.6
Hiking Trail Information	6.4	2.7	3.7	11.3	52.0	23.9
Things to Do	4.0	2.5	5.8	19.3	41.1	27.2
Services and Accommodation	4.0	2.8	4.9	15.8	38.0	34.6
Where to Camp	4.5	2.4	7.7	10.1	40.8	34.6
Park Map	1.7	2.4	3.7	10.5	76.0	5.7
Advertising	13.0	3.4	6.4	8.0	21.1	48.2

The percentages presented here in Tables 7 and 8 represent those reading Salt and Fir: 15,350 parties in summer and 759 parties in the fall.

TABLE 8
Rating of Usefulness of Salt and Fir (FALL) (%)

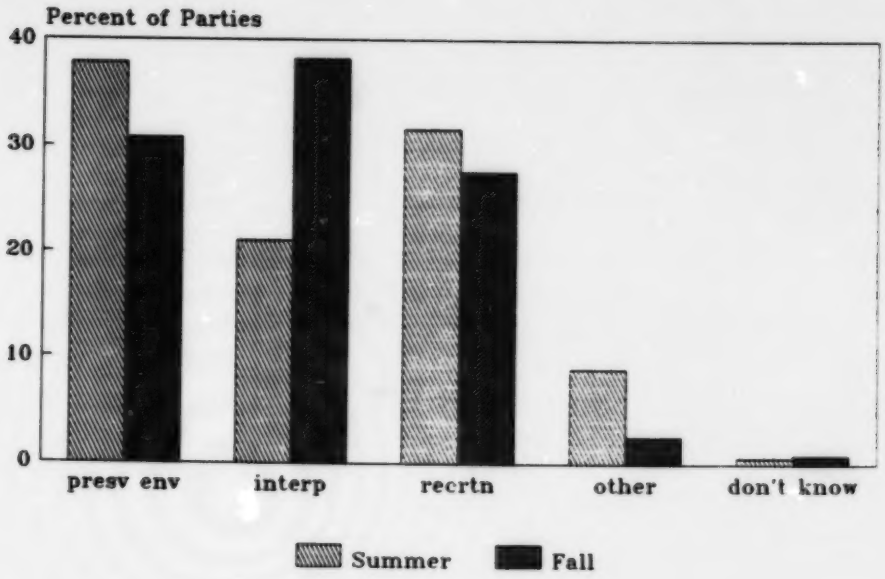
Newsletter Section	Very Unuseful	Unuseful	Neutral	Useful	Very Useful	N.A.
Conservation	7.9	4.4	12.3	17.6	13.9	43.8
Interpretation Program	7.9	2.9	8.4	23.0	12.8	45.0
Hiking Trail Information	7.5	5.6	2.8	43.0	19.3	21.7
Things to Do	9.3	2.8	9.4	23.7	20.9	34.0
Services and Accommodation	7.9	2.8	5.6	14.9	8.3	60.6
Where to Camp	10.5	2.8	2.8	16.3	7.4	60.2
Park Map	4.9	4.9	4.6	24.8	60.7	-
Advertising	10.5	2.8	7.4	19.7	2.8	56.8

Park Purpose

User:Final Exit parties had a good idea of the purpose of Fundy National Park, although, compared with summer parties, a larger proportion of fall parties were aware of the Park's aim to provide interpretation.

Park Purpose	Summer	Fall
	- % -	
preserve environment	37.8	30.8
provide interpretation	21.1	38.2
provide recreation	31.6	27.6
other	8.9	2.5
don't know	0.6	0.8

PARK PURPOSE



Party Expenditures

Spending by user parties was categorized into five components: transportation; food and beverage; accommodation; recreation and entertainment; and other. Summer parties appear to spend considerably more than those in the fall, with the exception of the "other" category. The figures below show the average party expenditure per trip in the Park/Alma area.

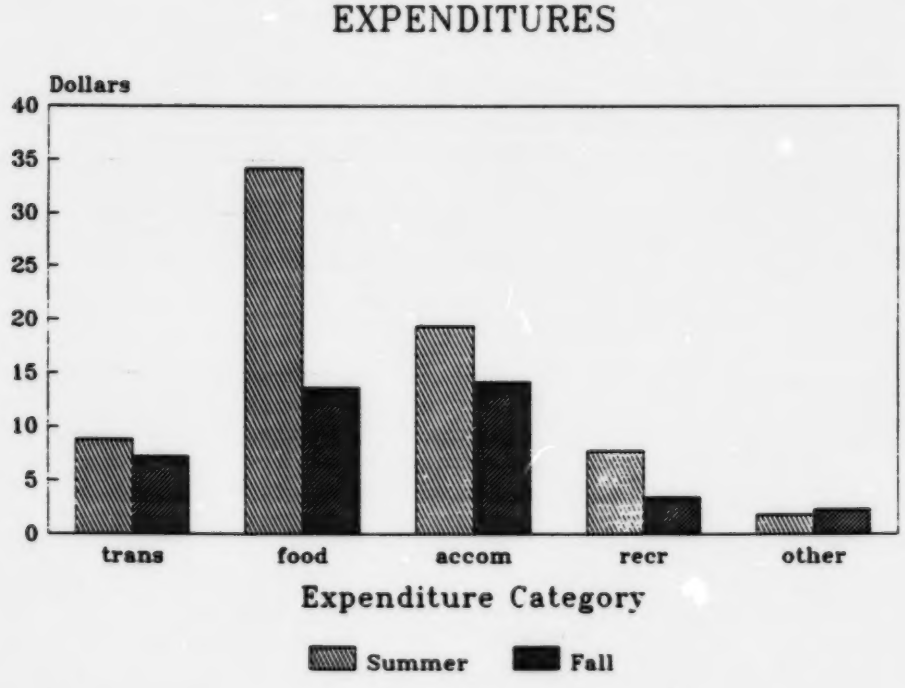
Expenditure	Summer	Fall
	- $ -	
transportation	8.79	7.27
food and beverage	34.19	13.62
accommodation	19.42	14.14
recreation/entertainment	7.76	3.49
other	1.83	2.36

Most often, fall user parties indicated that they made no expenditures in the Park/Alma area:

category	$0 spent
transportation	70.4%
food and beverage	58.7%
accommodation	60.2%
recreation/entertainment	88.5%
other	75.3%

Given the high percentage of fall parties making zero expenditures, it is not surprising that their average expenditure in each category is considerably lower than the expenditures of summer parties.

The average total expenditure (per party in the Park/Alma area) in the summer was $72.04; for the fall the amount was $40.89.



Bicycle Use

In the fall period, only an extremely small number of user parties had brought a bicycle: 3.6% or 72 parties. During the summer, however, 4.9% of user parties (1,236 parties) had bicycles with them. Over half (63.8%) of these were travelling with two bicycles:

# of road bicycles	% of parties
0	16.8
1	27.6
2	43.9
3	9.1
4	2.6

Further, some indicated that they were using mountain bikes:

# of mountain bikes	% of parties
0	64.2
1	14.3
2	19.9
3	1.6

The bicycles were used in the Park by 73.3% of the parties travelling with them. Most (77.0%) were used on campground roads.

Facility Use and Satisfaction

Table 9 indicates the use of and satisfaction with various facilities and services in the Park by summer user parties; Table 10 shows this for fall parties. The percentage of party use is indicated by the difference between the "N.A." percentage and 100. Generally, facility use was greater in the summer, but there were also levels of dissatisfaction registered for this season.

The unguided walking/hiking trails were the most commonly used facility/service in both seasons: over two thirds of all user parties used these trails. No other facility approached this level of use. The salmon and trout fishing facilities recorded the lowest proportion in user party visits in the summer: fall parties indicated not using the salmon fishing and the ball diamond.

Overall levels of satisfaction in the fall were high. In the summer, there appears to a group of parties who consistently expressed dissatisfaction. On balance, most facilities and services were rated as satisfactory.

TABLE 9

Use* of and Satisfaction with Facilities and Services (SUMMER) (%)

	Very Dissat.	Dissat.	Neutral	Sat.	Very Sat.	N.A.
picnic ground	3.6	0.1	1.5	2.2	19.9	72.8
swimming pool	3.6	0.1	1.9	1.3	22.6	70.6
swimming at Bennett Lake	3.6	0.1	1.2	1.7	7.4	86.1
swimming at Wolfe Lake	3.5	0.1	0.3	0.2	4.5	91.4
golf course	2.9	0.3	0.8	1.4	19.2	75.4
tennis courts	2.9	0.3	0.1	0.4	10.1	86.2
lawn bowling	2.9	0.3	0.3	0.3	9.5	86.8
children's adventure playground	3.4	0.2	0.8	1.6	19.2	74.8
boat rentals at Bennett Lake	3.4	0.8	0.8	1.3	5.4	88.4
trout fishing	3.6	-	0.2	0.2	0.7	95.2
salmon fishing	3.5	-	0.1	0.1	0.1	96.2
wilderness camping	3.7	0.1	-	0.5	4.7	91.1
scenic auto trails	3.6	0.6	6.7	6.8	15.7	66.7
unguided walking/hiking trails	3.2	0.2	0.8	6.1	58.1	31.7
ball diamond	3.6	0.2	0.2	-	0.5	95.5
restaurant	3.7	0.2	6.2	2.8	6.8	80.4
laundromat	3.7	0.3	0.7	1.0	2.0	92.3

* percentage of party use is determined by subtracting the "N.A." percentage from 100.

TABLE 10

Use* of and Satisfaction with Facilities and Services (FALL) (%)

	Very Dissat.	Dissat.	Neutral	Sat.	Very Sat.	N.A.
picnic ground	-	-	0.8	3.0	5.9	90.3
swimming pool	-	-	-	-	0.8	99.2
swimming at Bennett Lake	1.1	-	-	-	2.9	96.0
swimming at Wolfe Lake	-	-	-	-	4.8	95.2
golf course	-	-	-	2.5	24.4	73.0
tennis courts	-	-	-	-	19.3	80.7
lawn bowling	-	-	-	-	17.4	82.6
children's adventure playground	-	-	-	0.5	27.9	71.5
boat rentals at Bennett Lake	-	-	-	1.1	1.6	97.3
trout fishing	-	-	0.7	-	-	99.3
salmon fishing	-	-	-	-	-	100.0
wilderness camping	-	-	0.8	-	10.0	89.1
scenic auto trails	-	-	1.9	6.5	32.6	59.0
unguided walking/hiking trails	0.7	-	1.5	7.5	60.3	29.9
ball diamond	-	-	-	-	-	100.0
restaurant	-	-	-	1.9	3.4	94.7
laundromat	-	-	-	-	0.6	99.4

* percentage of party use is determined by subtracting the "N.A." percentage from 100.

4. RESULTS FOR VISITOR:NON-STOPPING PARTIES

This section describes the results of the analysis for Park "Visitors", defined as those who indicated that they had not stopped while driving through the Park. In the summer there were 10,772 Visitor:Non-Stopping parties; in the fall, 2,307.

Origin

Party origins for both seasons show that residents of New Brunswick and the United States form the largest groups of Visitor:Non-Stopping parties.

Origin	Summer	Fall
	- % -	
New Brunswick	31.5	24.6
Atlantic Canada (excl. N.B.)	6.8	2.5
Quebec	11.8	1.2
Ontario	16.6	15.5
Western Canada	1.6	9.6
United States	30.4	45.9
Foreign	1.3	0.7

Age Structure of Parties

Considerably higher proportions of older parties came to Fundy National Park in the fall than during the summer.

Age Category	Summer	Fall
	- % -	
0 - 5 years	7.9	2.2
6 - 12 years	23.1	1.9
13 - 21 years	18.0	1.5
22 - 35 years	37.3	13.4
36 - 45 years	36.7	22.3
46 - 55 years	23.5	27.7
56 - 64 years	15.3	23.7
over 65 years	9.6	37.6

Average Party Size

The average party size differed between summer and fall: in the summer the average size was 2.7 persons; in the fall it was 2.4 persons.

Language

English was used predominantly for interviews in the summer (88.4%, 11.6% in French). In the fall, English was used in all cases.

Mode of Travel

The predominant mode of travel was the car, in both seasons.

Mode of Travel	Summer	Fall
	- % -	
car	97.1	88.6
motor home	1.0	11.4
truck camper	1.2	-
other	0.7	-

First Visit

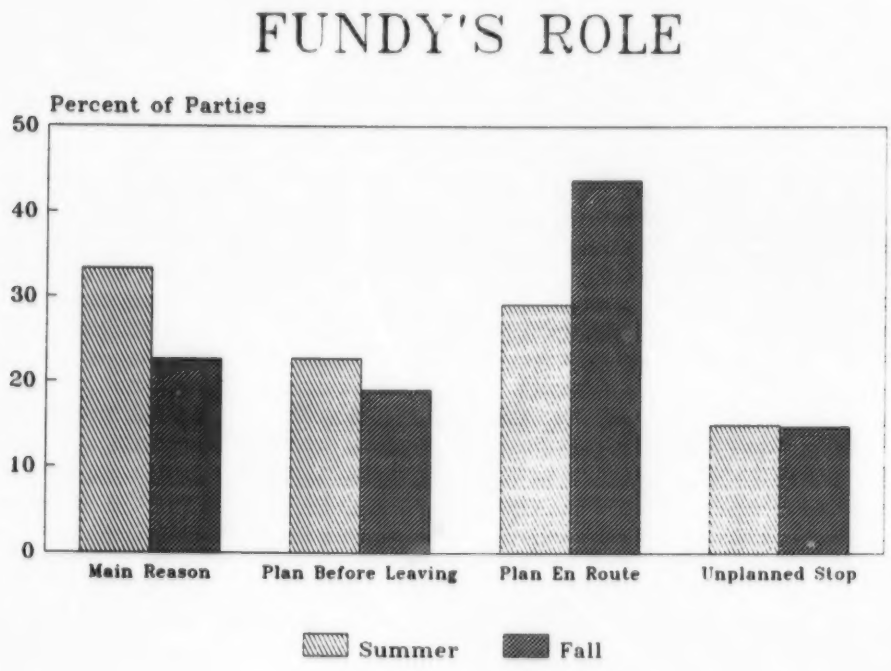
This was the first visit to Fundy for over half (56.2%) of summer parties and for about two thirds (66.2%) of those in the fall. For those who had been in the Park before, previous visits had occurred thus:

Last Visit to Fundy	Summer	Fall
	- % -	
within 4 weeks	27.1	22.9
this year	3.7	28.5
last year	28.4	15.3
2 - 5 years ago	12.5	11.1
over 5 years ago	28.4	17.5
cannot remember	-	4.6

Fundy's Role

The Park played an important role in the Visitor:Non-Stopping parties' decisions to travel.

Role of Fundy	Summer	Fall
	- % -	
main reason	33.3	22.6
planned before leaving home	22.7	19.0
planned en route	29.1	43.7
unplanned stop	14.9	14.7



Information

Summer parties were more likely to obtain information on Fundy: 40.1% compared with 23.8% of fall parties. Most of this information was obtained before leaving home.

When information obtained	Summer	Fall
	- % -	
before leaving home	56.6	63.0
after leaving home	14.5	29.8
both	28.9	7.2

Of those who had not received any information on Fundy, only a very few had tried to obtain information: 1.9% in the summer and 1.7% in the fall.

Sources of information on Fundy varied, although various tourist bureaus were identified most often by summer parties. New Brunswick tourist bureaus and family and friends obviously provide information for fall parties.

Information Source	Summer	Fall
	- % -	
local tourist bureau	38.9	7.8
New Brunswick tourist bureau	37.8	47.7
other bureaus en route	31.3	16.3
newspaper articles	3.7	11.2
TV, radio, newspaper advertisement	1.2	4.5
travel agency	9.1	25.1
friends and family	24.1	40.5
other	25.1	8.8

New Brunswick Point of Entry and Exit

For summer parties, St. Stephen was identified most often as both the point of entry and point of exit, followed by Nova Scotia. A somewhat surprisingly large number of parties in the summer entered New Brunswick via Campbellton. Over half (57.8%) of fall parties entered the province at St. Stephen, but Cape Tormentine and Nova Scotia were the main points of exit.

	Summer		Fall	
	- % -			
Location	Entry	Exit	Entry	Exit
Nova Scotia	17.4	18.2	2.7	27.1
Cape Tormentine	5.6	14.2	-	22.6
St. Stephen	34.4	31.8	57.8	15.3
Woodstock	1.3	8.4	7.3	4.3
Edmunston	13.3	8.1	15.5	5.8
Campbellton	14.3	5.4	0.9	2.3
St. John	5.8	1.7	8.5	5.8
other	6.9	6.8	7.3	8.0
don't know	0.9	5.3	-	8.8

Away from Home

Over two thirds (70.2%) of summer parties were on a trip away from home for at least one night; 75.9% of fall parties were staying away at least one night. Summer parties were more likely to spend a night in the Fundy/Alma area: 23.9% compared with 0.9% for the fall. For those staying overnight in the area, the accommodation use varied.

Accommodation	Summer	Fall
	- % -	
roofed accommodation in Alma	31.9	-
private home	1.0	-
other	10.9	-

The total number of nights spent away from home varied between seasons. Summer visitors spent proportionately more time in New Brunswick and in the Park area:

Average Number of Nights	Summer	Fall
total away from home	10.5	14.7
in New Brunswick	2.8	3.4
in the Fundy/Alma area	2.6	0.5

Travel Intentions

Travel plans showed differences between summer and fall:

	Summer	Fall
plan to visit other places in N.B. (%)	45.8	38.9
plan to visit other maritime parks	16.8	28.9

Attractions already visited or to be visited by both summer and fall Visitor:Non-Stopping are shown in Table 11.

TABLE 11

Attractions Already Visited, Planned for this Trip, or Will Not Visit (%)

	Have Visited		Plan Visit This Trip		Will Not Visit	
	Summer	Fall	Summer	Fall	Summer	Fall
Attraction:						
Shediac/Parlee Beach	8.5	-	16.5	28.0	75.0	72.0
Kings Landing	4.3	2.5	3.9	6.5	91.8	91.0
Hopewell Rocks	31.1	7.0	38.8	82.3	30.0	10.7
Magic Mountain	17.4	3.3	10.9	17.9	71.7	78.7
Magnetic Hill	28.4	3.2	23.6	56.5	48.0	40.3
Reversing Falls	16.0	15.3	27.0	8.1	57.0	76.6
Village Acadien	2.7	-	6.3	7.2	91.0	92.8
Carleton Martello Tower NHS	1.1	3.8	7.3	-	91.6	96.2
Fort Beausejour NHS	0.7	1.8	5.5	3.5	93.9	94.7
P.E.I. National Park	2.4	5.0	59.4	65.5	38.2	29.5
Cape Breton Highlands NP	4.8	5.0	54.3	56.7	41.0	38.3
Kejimkujik National Park	4.8	-	16.9	13.4	78.4	86.6
Terra Nova National Park	-	-	2.8	1.5	97.2	98.5
Gros Morne National Park	-	-	2.5	1.5	97.5	98.5
Fortress of Louisbourg NHP	-	-	24.9	22.7	75.1	77.3
Alexander Graham Bell NHP	2.5	-	24.2	15.3	73.3	84.7
Kouchibouguac National Park	6.7	-	7.5	1.8	85.8	98.2

Park Information

No responding parties had visited the Park information centres. Salt and Fir had been obtained by 46.2% of summer visitors and 24.9% of fall visitors; virtually all copies had been acquired in the local area. Over half the summer parties and just under half the fall parties indicated that they had read the newsletter. Tables 12 and 13 indicate how parties rated various sections of the newsletter.

The percentages presented in the two following tables apply to the 2910 respondents in summer and 268 respondents in the fall.

TABLE 12
Rating of Usefulness of Salt and Fir (SUMMER) (%)

Newsletter Section	Very Unuseful	Unuseful	Neutral	Useful	Very Useful	N.A.
Conservation	31.1	1.2	3.5	15.1	36.3	12.9
Interpretation Program	34.9	1.2	4.5	4.2	42.3	12.9
Hiking Trail Information	27.9	1.2	4.5	4.2	49.1	13.0
Things to Do	27.9	1.2	4.2	4.2	51.4	11.1
Services and Accommodation	31.1	2.5	4.2	4.2	47.0	11.1
Where to Camp	32.1	1.2	3.5	4.2	45.9	13.0
Park Map	15.4	0.7	3.5	9.2	68.5	2.8
Advertising	41.5	1.2	3.5	4.2	35.7	14.0

TABLE 13
Rating of Usefulness of Salt and Fir (FALL) (%)

Newsletter Section	Very Unuseful	Unuseful	Neutral	Useful	Very Useful	N.A.
Conservation	37.1	-	-	-	33.2	29.7
Interpretation Program	37.1	-	-	-	33.2	29.7
Hiking Trail Information	37.1	-	-	-	33.2	29.7
Things to Do	37.1	-	-	-	33.2	29.7
Services and Accommodation	37.1	-	-	-	33.2	29.7
Where to Camp	37.1	-	-	-	33.2	29.7
Park Map	-	-	4.7	9.7	79.7	5.8
Advertising	37.1	-	-	-	33.2	29.7

Park Purpose

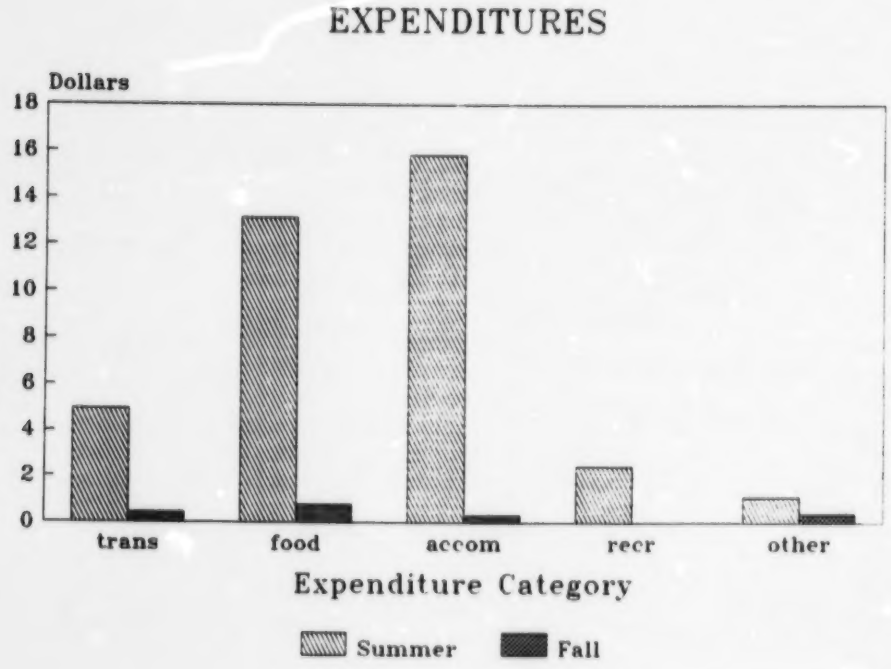
The purpose of Fundy National Park appeared well known to Visitor:Non-Stopping parties:

Park Purpose	Summer	Fall
	- % -	
preserve environment	38.2	42.9
provide interpretation	10.7	21.3
provide recreation	25.5	23.6
other	19.8	7.4
don't know	5.8	4.8

Party Expenditures

Visitor:Non-Stopping parties were asked about their expenditures on this trip: the figures below show the average party expenditure per trip in the Park/Alma area. Summer parties spent substantially more per party per visit than did fall parties.

Expenditure	Summer	Fall
	- $ -	
transportation	4.94	0.43
food and beverage	13.15	0.79
accommodation	15.83	0.30
recreation/entertainment	2.44	0.00
other	1.11	0.38



The average total expenditure in the summer was $37.48; in the fall, $1.89. These expenditure patterns indicate the different nature of summer and fall visits to the Park by this visitor type.

5. COMPARATIVE ANALYSIS

This section of the report presents a comparative analysis of selected results from the visitor surveys undertaken at Fundy National Park in 1977, 1982, and 1990.

Over time, survey methodologies change; so do the information requirements. As a result, the three surveys conducted at Fundy are not comparable in all aspects. For example, the 1977 surveys was an entrance survey, while the 1982 and 1990 surveys were exit surveys. Furthermore, in 1977 and 1982, detailed information was collected on facility use and on recreation and interpretation program participation; the 1990 survey gathered only limited information in these areas.

Another area of concern arises from the fact that the 1977 survey results cannot be weighted to the vehicle population during the survey period. This means that actual numeric counts for this survey cannot be compared with numeric counts from the 1982 and 1990 surveys. Proportions can be compared, but such comparisons must be treated carefully because of the differing base figures. In addition, trend predictions should be based on more than three years data: one should be cautious about making predictions on the basis of the information presented here.

The following pages show the results of the valid comparisons made with the three surveys.

5.1 Three Survey Comparisons

These comparisons deal only with the unweighted percentage breakdowns between the surveys for various comparable questions for all three surveys. It should be noted that the 1990 results are those for the summer period only, in order to coincide with the dates of the other two surveys. These comparisons include all Park visit party types.

Language

There does not appear to be any major fluctuation in the language used for interviews: consistently high proportions of the Park visiting parties prefer to be interviewed in English (%):

	1977	1982	1990
English	95.8	88.4	93.7
French	4.2	11.6	6.3

First Visit

No clear trends emerge on the proportion of parties who are visiting Fundy National Park for the first time. 1990 results are approximately mid-way between the results from 1977 and 1982 (%):

	1977	1982	1990
first visit	34.0	54.6	43.3
repeat visit	66.0	45.4	56.7

Average Party Size

While it may appear that the average party size is declining, without weights being applied to the 1977 data, this conclusion cannot be supported. For 1982 and 1990, however, the average party size is very similar.

	1977	1982	1990
average number of persons	3.5	2.9	2.8

Visit Type

The type of visit to Fundy National Park varied over the years, as shown in the differing categories of responses(%):

Visit Type	1977	1982	1990
main destination/reason	27.3	21.0	44.8
planned stop	59.6	40.7	46.9
- before leaving home	n.a.	n.a.	26.2
- en route	n.a.	n.a.	20.7
unplanned stop	12.3	6.8	8.3
driving through	n.a.	31.4	n.a.
other	0.5	n.a.	n.a.
unknown	0.3	0.2	n.a.

It should be noted, however, that the "driving through" category was not used in either the 1977 or the 1990 visitor surveys.

Facility/Service Use

It is difficult to discern an overall pattern in facility or service use over the three surveys. The only exception is the golf course, where percentages have steadily increased. Guided walks and the evening slide program participation have been declining in percentage participation by all Park user parties. Table 14 shows that percentage participation or use in 1982 is generally lower than in 1977 or 1990. It should be noted that in 1977 and 1990, survey respondents were supplied with a list of facilities and services for indicating their participation or use; in 1982, respondents made their replies without such prompting. This could help explain the lower usage or participation recorded in 1982.

Table 14
Percentage Use of Facilities and Services (%)

Facility or Service	1977	1982	1990
guided walk	9.1	1.7	0.7
self-guided walk	43.4	24.0	
hiking trail	26.8	19.8	68.3*
picnic grounds	27.5	17.1	27.2
information centres	68.3	n.a.	43.6
boat rental	9.2	5.3	11.6
evening slide program	21.3	10.9	6.9**
fishing	6.2	2.0	4.8
outdoor swimming pool	23.1	17.5	29.4
golf course	10.8	11.6	24.6
tennis courts	6.6	3.5	13.8

* in 1990, the self-guided walk and hiking trail were combined

** denotes use of Headquarters outdoor theatre in 1990

Origin

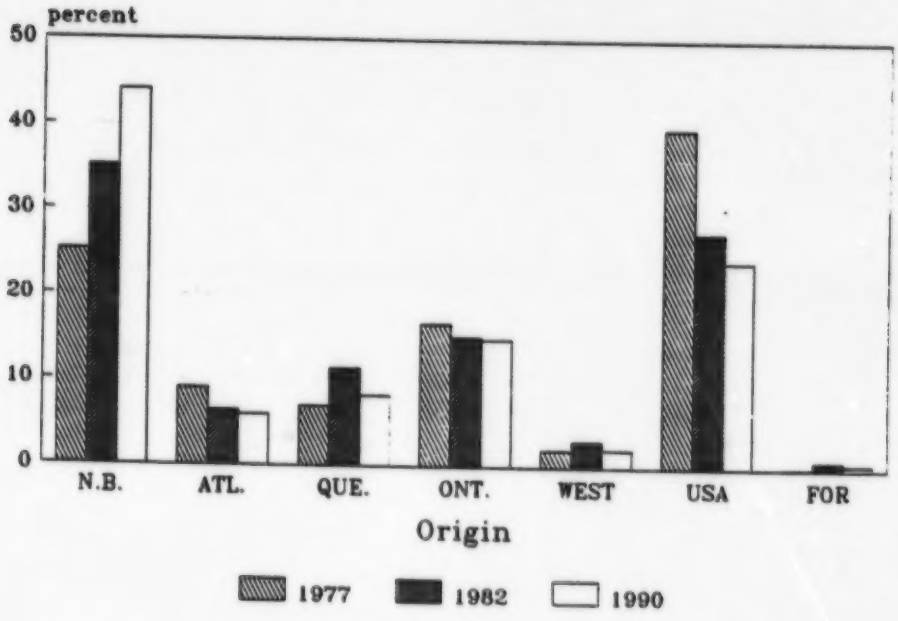
Table 15 shows the change in the proportions of Park visitor parties from the various origins over the three surveys.

Table 15
Visiting Party Origins (%)

Origin	1977	1982	1990
New Brunswick	25.2	35.2	44.1
Atlantic Canada (excl. N.B.)	9.0	6.4	5.9
Quebec	7.0	11.4	8.2
Ontario	16.7	15.2	14.9
Western Canada	2.0	3.1	2.1
United States	39.7	27.6	24.2
Foreign	0.1	0.9	0.6

Residents of New Brunswick appear to be forming an increasingly large proportion of the summer Park visiting parties. Several other origins (notably the United States and the other Atlantic Provinces) are declining.

ORIGINS



Summary

In brief, this analysis suggests the following:

- most parties are English-speaking
- fewer than half the parties are visiting Fundy for the first time
- the party size has not changed appreciably and remains at approximately 3 persons
- the vast majority of parties planned the trip with Fundy either as a main destination or as a planned stop
- slightly increasing proportions of parties are using the golf course, while guided walks and the evening slide program are being used by declining proportions of parties
- New Brunswick residents are forming a larger proportion of parties, while residents of the United States are declining as a percentage.

5.2 1982 - 1990 Comparisons

Quantitative comparisons of results from the 1982 and 1990 surveys are presented here for both "Visitor:Non-Stopping" and "User: Final Exit". Both numeric and percentage results are reported.

5.2.2 Visitor: Non-Stopping

Only a few questions in the two surveys provide answers which are comparable, since the category of "Visitor:Non-Stopping" comprised those who did not stop in the park or use any of the facilities or services. The base numbers of these parties are 12,010 in 1982, and 10,722 in 1990.

Origin

Origin	1982		1990	
	#	%	#	%
New Brunswick	4,080	33.8	3,317	30.9
Atlantic Canada (excl. N.B.)	944	7.9	719	6.7
Quebec	1,134	9.5	1,243	11.6
Ontario	1,831	15.3	1,754	16.4
Western Canada	430	3.6	171	1.6
United States	3,506	29.2	3,200	29.8
Foreign	85	0.7	140	1.3
missing	-	-	178	1.7
TOTAL	12,010	100.0	10,722	100.0

This table shows that while overall, the number of this type of party is declining, Atlantic Canada (all four provinces) residents are forming a smaller number of these Park visitors, both absolutely and proportionately. In absolute numbers, only Quebec residents and Foreigners increased between 1982 and 1990. On the whole, the numbers and proportions indicate a reasonably stable situation, with no major changes.

Party Size

The average party size for the two surveys were identical: 2.6 persons. The distribution of the number of persons in each visiting party are shown below. In both years, the largest category was the party comprised of two persons.

Number of Persons	1982 # parties	1982 %	1990 # parties	1990 %
1	958	8.0	872	8.1
2	6,509	54.2	5,479	51.1
3	1,830	15.2	1,581	14.7
4	1,733	14.4	1,595	14.9
5	755	6.3	1,100	10.3
6	141	1.2	31	0.3
7	49	0.4	65	0.6
8	34	0.3	-	-

First Visit

Very similar proportions of non-stopping parties in these two survey years were visiting Fundy National Park for the first time:

1982 - 54.8% (6582 parties)
1990 - 56.2% (6030 parties).

Statistically, there is no difference between these two percentages of parties coming to the Park for the first time.

Mode of Travel

The mode of travel used by parties is difficult to compare for the two surveys, because of the large number of missing values in the 1990 survey. However, the numbers and their percentages of the total are shown here.

Mode of Travel	1982		1990	
	#	%	#	%
passenger vehicle	10,393	86.5	2,825	26.3
vehicle + tent trailer	391	3.3	-	-
vehicle + travel trailer	286	2.4	-	-
motor home	483	4.0	29	0.3
truck camper	313	2.6	36	0.3
other	145	1.2	21	0.2
missing	-	-	7,812	72.9
TOTAL	12,010	100.0	10,723	100.0

This table does not give sufficient information on which to base any comparative analysis.

Summary

Very few meaningful comparisons can be made for this Park visitor party category. Results suggest that:

- party origins are very stable
- party size is identical (no change over time)
- no change in proportion of first time/repeat visit parties over time (just over half are in the Park for the first time).

While the overall number of parties in this non-stopping category has declined by approximately 11%, this decrease may not necessarily represent a trend or change over time. Rather, it could be explained by methodological or research design factors.

5.2.3. User: Final Exit

This Park visiting party category includes those who stopped in the Park to use the services or facilities available and who were not returning on this trip. The following information is for the summer period only covered by both the 1982 and 1990 surveys. The number of this category was 26,268 in 1982, and 25,046 in 1990.

Origin

The overall number of New Brunswick residents using the Park has grown between 1982 and 1990, while parties from other origins have remained steady, or declined.

Origin	1982		1990	
	#	%	#	%
New Brunswick	9,463	36.0	12,309	49.1
Atlantic Canada (excl. N.B.)	1,503	5.7	1,392	5.6
Quebec	3,242	12.3	1,674	6.7
Ontario	3,977	15.1	3,527	14.1
Western Canada	752	2.9	575	2.3
United States	7,053	26.9	5,296	21.1
Foreign	264	1.0	78	0.3
missing	14	0.1	195	0.8
TOTAL	26,268	100.0	25,046	100.0

Notable declines have occurred for user parties from Quebec (1990 levels are about half 1982) and American visitors (about 75% of 1982 levels). Ontario, western Canada, and other Atlantic provinces have held close to the same levels in both surveys.

Party Size

The average party size for these Park users has not changed between the two survey years: it has remained at 3.0 persons, with the following distribution of party sizes.

Number of Persons	1982		1990	
	# parties	%	# parties	%
1	1,301	5.0	693	2.8
2	11,915	45.4	12,535	50.0
3	4,647	17.7	3,808	15.2
4	4,988	19.0	5,684	22.7
5	2,000	7.6	1,456	5.8
6	1,049	4.0	625	2.5
7	138	0.5	148	0.6
8	176	0.7	54	0.2
9	-	-	42	0.2
10	55	0.2	-	-

First Visit

There is a significant difference in the number of parties in the Park for the first time.

First Visit	1982		1990	
	#	%	#	%
yes	14,315	54.5	9,445	37.7
no	11,953	45.5	15,581	62.3

This tends to corroborate the change in party origins from 1982 to 1990, i.e., the increase in the number of New Brunswick residents using the Park. More New Brunswick resident parties than parties from other origins are on a repeat visit.

Mode of Travel

Similar to the "Visitor: Non-Stopping" category described previously, the large number of missing values in the 1990 dataset makes this comparison dubious.

Mode of Travel	1982		1990	
	#	%	#	%
passenger vehicle	20,878	79.5	13,684	54.6
vehicle + tent trailer	1,873	7.1	418	1.7
vehicle + travel trailer	1,023	3.9	121	0.5
motor home	1,167	4.4	382	1.5
truck camper	1,217	4.6	165	0.7
other	111	0.4	635	2.5
missing	-	-	9,641	38.5
TOTAL	26,268	100.0	25,046	100.0

The passenger vehicle is the predominant form of transportation in both survey years. Not many other conclusions can be drawn from this comparison.

Role of Fundy

Fundy National Park plays a significant role in the Park users' trips:

Role of Fundy	1982		1990	
	#	%	#	%
main reason/destination	8,041	30.6	12,273	49.3
planned stop	15,560	59.2	11,203	45.0
unplanned stop	2,585	9.8	1,404	5.6
unknown	82	0.3	-	-

The number of Park users who identified the Park as the main reason or destination for this trip grew by over 50% between 1982 and 1990, while those finding the Park as an unplanned stop fell by 46%.

Facility and Service Use

Changes occurred in the proportion of Park user parties who made use of the facilities and services available at Fundy. Generally, usage and participation were higher in 1990 than in 1982. Table 16 shows the numbers and percentages of facility use; Table 17 shows the percentage change in this usage.

Table 16
Facility Use

	1982		1990	
Facility/Service	#	%	#	%
picnic grounds	4,491	17.1	6,720	27.2
swimming pool	4,592	17.5	7,262	29.4
Bennett Lake swimming	1,201	4.6	3,428	13.9
Wolfe Lake swimming	278	1.1	2,131	8.6
golf course	3,060	11.6	6,069	24.6
tennis courts	922	3.5	3,398	13.8
lawn bowling	1,034	3.9	3,266	13.2
children's playground	2,717	10.3	6,217	25.2
boat rental, Bennett Lake	1,362	5.2	2,874	11.6
wilderness camping	42	0.2	2,203	8.9
unguided walking, hiking trails	12,967	49.4	16,906	68.3
Tall Trees to Wooden Ships	668	2.5	1,132	4.5
Fundy Tides (Herring Cove)	2,934	11.2	1,668	6.7
Point Wolfe History Exhibit	2,833	10.8	778	3.1
Kidstuff	427	1.6	280	1.1

Table 17

Change in Facility Use between 1982 - 1990

Facility/Service	Change in Numbers	Percentage Change
picnic grounds	+ 2229	+ 49.6
swimming pool	+ 2670	+ 58.1
Bennett Lake swimming	+ 2227	+ 185.4
Wolfe Lake swimming	+ 1853	+ 666.5
golf course	+ 3009	+ 98.3
tennis courts	+ 2476	+ 268.5
lawn bowling	+ 2232	+ 215.9
children's playground	+ 3500	+ 128.8
boat rentals, Bennett Lake	+ 1512	+ 111.0
wilderness camping	+ 2161	+5145.2
unguided walking/hiking trails	+ 3939	+ 30.4
Tall Trees to Wooden Ships	+ 464	+ 69.5
Fundy Tides (Herring Cove)	- 1266	- 43.1
Point Wolfe History Exhibit	- 2055	- 72.5
Kidstuff	- 147	- 34.4

As mentioned earlier, one reason for these changes in use may stem, in part, from the methodology used to gather the information. In the 1982 survey, the interviewer did not list the facilities and services but rather relied on the respondents to remember which and all they had used. In the 1990 survey, respondents were prompted with each facility and service. Because of this difference in approach, the change in usage and participation may be less than indicated in the above table.

Summary

The absolute number of Park user parties has not changed appreciably: the 1990 figure is about 5% below the 1982 figure. Major results of the analysis include:

* New Brunswick residents are forming an increasing number and proportion of this group, while Quebec and United States residents are declining in number and in proportion.

* The average party size has not changed over time, and remains at 3 persons.

* There are fewer first time visits over time, and more repeat visits.

* The Park is a major component of parties' trips and is the main destination for an increasing number of Park users.

* Usage of Park facilities and services, and the proportion of parties engaging in various activities has generally increased over time.

* There has been a decline in numbers and proportions of Park user parties making use of some of the interpretive facilities, programs and services during a visit.